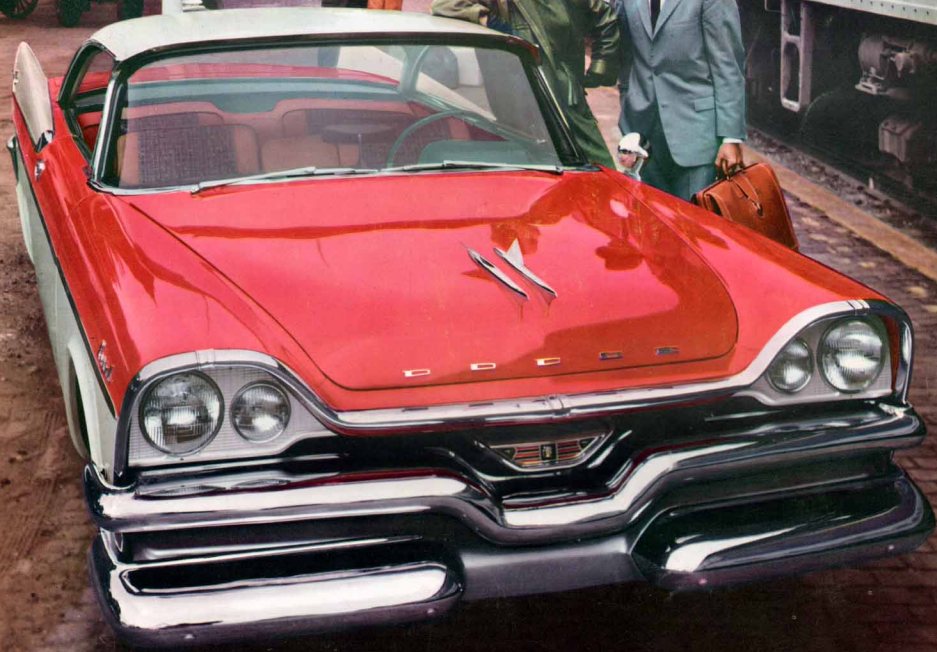


CHARLEVOIX



Step into the wonderful world of Autodynamics

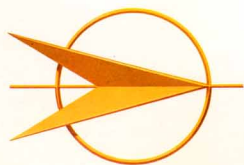
J and S-DODGE CENTER
1345 SO. FIGUEROA
LOS ANGELES

Swept·Wing '57 *Dodge*



Custom Royal Lancer 2-Door

Step into the wonderful world of AUTODYNAMICS!



- It unleashes a hurricane of power**
- It tames a tornado of torque**
- It breaks through the vibration barrier**
- It is swept-wing mastery of motion**

This booklet not only introduces a daring new car — the Swept-Wing Dodge for 1957 — but a whole new approach to the building of automobiles, to styling and engineering them.

It introduces the wonderful world of Autodynamics, where everything is new from road to roof to achieve absolute mastery of motion.

What does Autodynamics accomplish in the Swept-Wing Dodge?

IT UNLEASHES A HURRICANE OF POWER from a mighty team of aircraft-type V-8 engines that are spitfires in action.

IT TAMES A TORNADO OF TORQUE with new Torque-Flite push-button drive that packs a 1-2 punch for split-second response.

IT BREAKS THROUGH THE VIBRATION BARRIER with new Torsion-Aire Ride and new "live rubber" mountings that isolate you from engine vibration, noise and road shock.

IT IS SWEEP-WING MASTERY OF MOTION in a low-slung beauty barely 4½ feet high that has no equal in the way it corners, handles and rides. Step into the wonderful world of Autodynamics . . . *today!*



Step into the wonderful world of Autodynamics

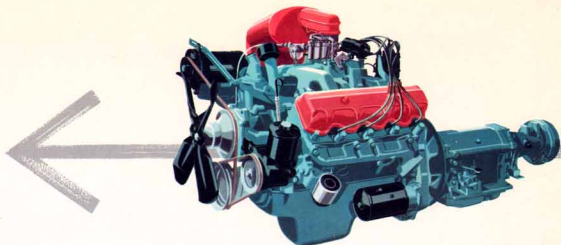


Custom Royal Lancer Convertible

Costumes by Bonnie Cashin for Phillip Sills

Custom Sierra 4-Door 9-Passenger Station Wagon . . . with new rear-facing "Spectator" seat (Also available in conventional 6-passenger models)



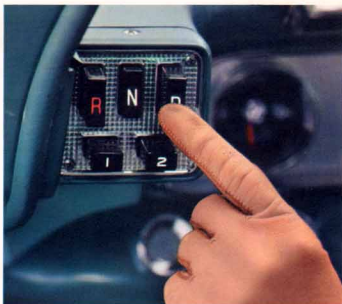


It unleashes a hurricane of power....
tames a tornado of torque !

You rule the road in a...
Swept-Wing Dodge

Every promise of exhilarating performance you sense in the sleek, rakish lines of the Swept-Wing Dodge is brilliantly fulfilled on the road. *These cars can really move!* And well they might with their brawny 325 cu. in. aircraft-type V-8 engines: Red Ram, Super Red Ram and the fabulous D-500!

And Dodge again gives you the wonderful ease and convenience of push-button driving—now with new Torque-Flite* that packs a 1-2 punch for split-second get-away, greater flexibility in every driving situation. And with lower gear ratios that mean greater gas economy, too.



Autodynamics brings you the easiest, most convenient method of driving ever developed—new Torque-Flite push-button drive. Here is automatic driving at its very best: Silky-smooth, safe, sure and mechanically perfect. Both Torque-Flite and Power-Flite have control panel located at left of steering wheel where only the driver can operate it.



Slow moving vehicle ahead? Just floor the accelerator and the Torque-Flite transmission automatically downshifts into a lower, more powerful range for an extra burst of acceleration. For passing, *for any driving situation*, Torque-Flite is completely flexible, puts you in complete command.

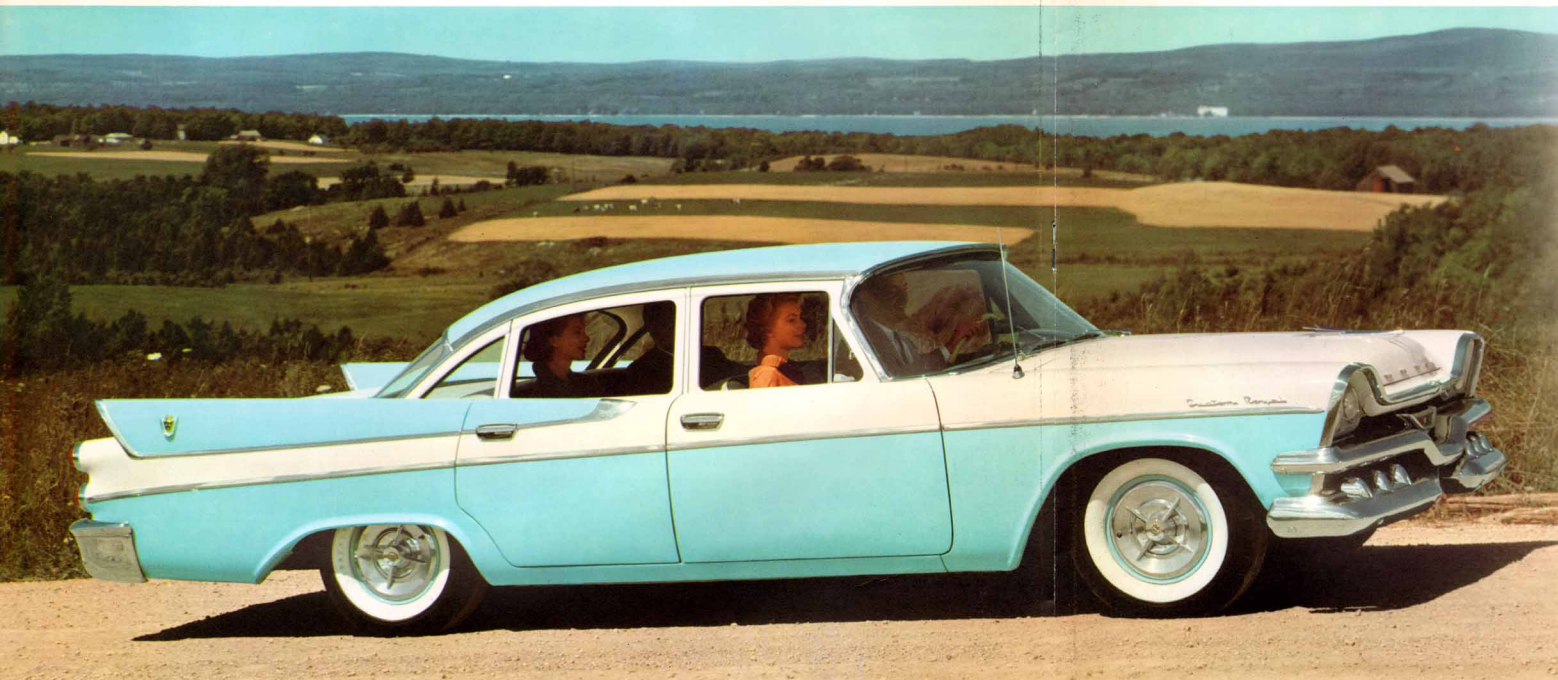


Long, steep downgrades are a lot safer with Torque-Flite. Simply depress the "1" button and Torque-Flite provides the additional braking power of a lower gear. You can use this "engine braking" *anytime* the driving situation demands greater control. And for safer, surer, *quicker* stops.



Step into the wonderful world of Autodynamics

It breaks through the vibration barrier!



You ride in a "Realm of Silence" in a
Swept-Wing Dodge

Try to imagine what it is like to sweep along in a "Realm of Silence," isolated and insulated from engine vibration, noise and road shock. Try to imagine what it is like to drive a car with such superb handling qualities that it defies description.

These are two of the most remarkable achievements made possible by the revolutionary new Dodge Torsion-Aire Ride that features: New torsion bar front suspension unlike any on the road. New low-friction ball joints. A new rear suspension and springing system. And a new and unique method of mounting engine, body and chassis to the frame with "live rubber," minimizing metal-to-metal contact.

On any kind of road, at any speed, the Swept-Wing Dodge rides and handles like no other car you have ever driven.

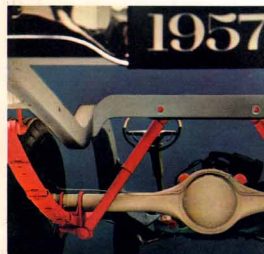
Custom Royal 4-Door Sedan



The hefty Dodge box-section frame is even stronger and more rigid this year to resist the "twist" of increased torque. Combined with it are the new torsion bar front suspension and anti-roll rear suspension that provide the smoothest, most stable ride on the road. And new low-friction ball joints improve steering "feel." Big, thick cushions of rubber prevent road jolts and engine vibration from reaching the driver.



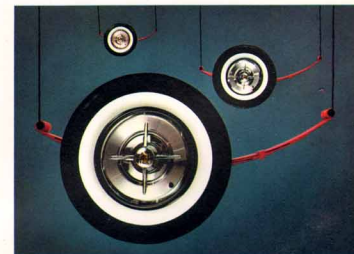
It takes only a few minutes behind the wheel to recognize that the Swept-Wing Dodge is a great "road car." At high speed, it hugs the road with sure-footed stability. On curves, it corners like a race car. Hit the brakes, it comes to a straight-line, heads-up stop.



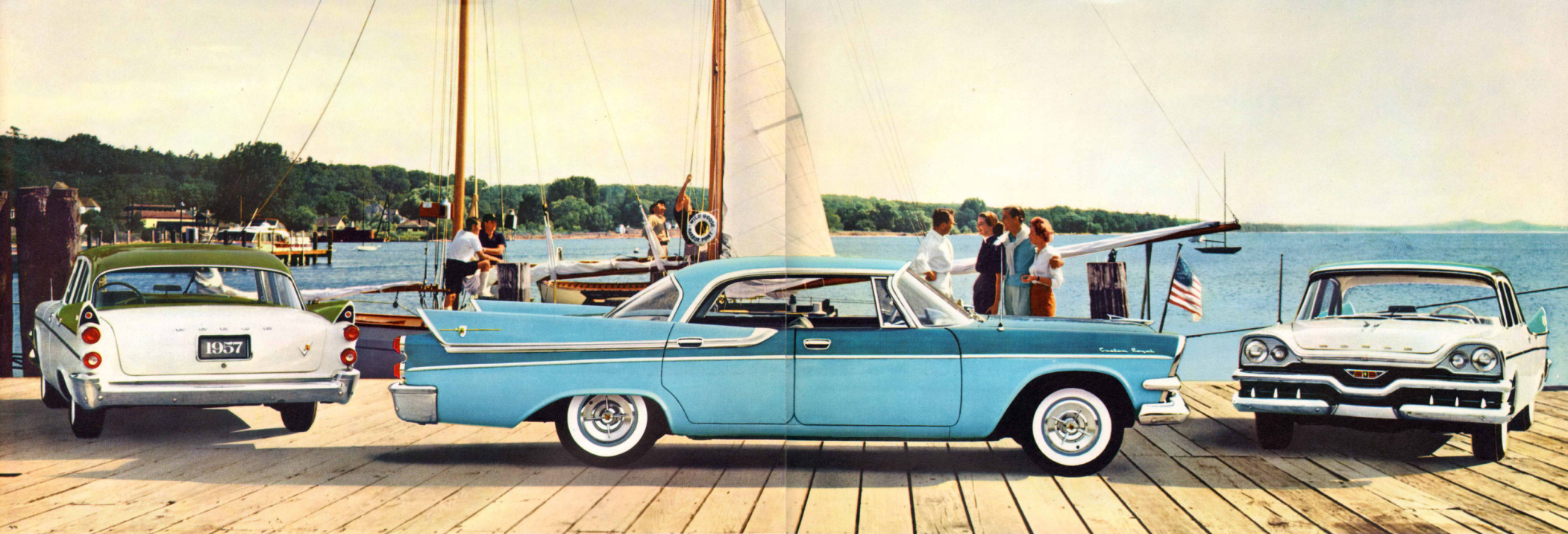
Even at high speeds, the Swept-Wing Dodge takes curves with the ease of a sports car. Rear leaf springs are mounted completely outboard of the frame. Rear shock absorbers are mounted "sea leg" fashion for best operating control.



Rough roads don't seem nearly as rough as they used to in a Swept-Wing Dodge. Famous Dodge Oriflow shock absorbers now have a more sensitive valving action that makes them more responsive to minor bumps, yet assures a "boulevard ride" on even the most deeply rutted roads.



To eliminate road shock at its very source, Dodge introduces 14-inch wheels this year. These smaller wheels permit larger tires with more rubber and air. This soft Dodge ride is enhanced by mounting the rear axle forward to absorb engine torque.



Custom Royal Lancer 4-Door

It is swept-wing mastery of motion!

Your eyes immediately tell you that this new Swept-Wing Dodge is a thing of real beauty: *Daring in concept, low in silhouette, sleek and rakish of line! And it's completely new from road to roof!*

It begins on a bold note of excitement with a crisp, clean Mono-Grille that's smartly massive. Then, hooded, Twin-Set Driving and Parking Lights—in distinctive side-by-side "foreign car" arrangement. A flat, taut hood that

eloquently suggests the blazing power beneath it. A shimmering expanse of glass capped with a slim roofline.

The graceful, classic lines sweep back, back, then flair up with a dramatic flourish of soaring swept-wings. It ends with the sculptured beauty of jewel-like twin-jet taillights.

You sense in its mood and manner: Here is swept-wing mastery of motion!

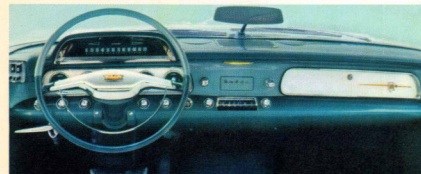


Inside...
a world of sheer luxury

The same note of excitement, the same look of elegance is also to be found *inside* the Swept-Wing Dodge. Here is a new world of striking colors, plush fabrics and dazzling chrome.

You are cushioned on foam rubber seats as soft as clouds, covered with fabrics fit for a maharajah's palace.

And all Cordagrain seat bolsters are now backed with a new wonder material, Pellon. It holds its shape indefinitely, is twice as airy as wool. Sheer luxury—this wonderful world of Autodynamics!



The functionally-smart instrument panel is color-keyed to the interior. Controls and gauges are placed for maximum visibility and ease of operation. A safety-padded dash is optional at extra cost.



The new Dodge Safety-Recessed door handles are flush with side of door. A gentle outward pull unlashes the door.



New fresh air intake is "built into" cowl, conveniently opened or closed by lever suspended from control panel.



New Dodge Scope-Sight Speedometer is faster reading, more readily visible. A horizontal red bar indicates speed.



Step into the wonderful world of Autodynamics

Swept-Wing '57 Dodge

available in 19 low-slung models



Custom Royal Lancer 4-Door



Custom Royal Lancer 2-Door



Custom Royal 4-Door Sedan



Custom Royal Lancer Convertible



Royal Lancer 2-Door



Royal 4-Door Sedan



Royal Lancer 4-Door



Coronet 4-Door Sedan
V-8 and SIX



Coronet Club Sedan
V-8 and SIX



Coronet Lancer 2-Door



Coronet Lancer 4-Door



Coronet Lancer Convertible



Custom Sierra 4-Door 9-Passenger Station Wagon
with rear-facing "Spectator" seat
(Available also in conventional 6-passenger model)



Sierra 4-Door 6-Passenger Station Wagon
(Available also in 9-passenger model with rear-facing "Spectator" seat)



Suburban 2-Door 6-Passenger Station Wagon

Custom Royal

Should you make the Dodge Custom Royal series your choice, you have the assurance that it will stand apart in any company of cars. It bears the unmistakable mark of prestige and quality associated with only the finest products.

Powered by a brawny aircraft-type Super Red Ram V-8 engine, the Dodge Custom Royal series brings you every advancement for comfort and convenience, including push-button Torque-Flite drive.

Royal

Picture yourself behind the wheel of any Royal series Dodge. Can anyone blame you for that surging feeling of pride? Here's style and glamor that compare with cars costing up to a thousand dollars more.

Available with push-button Torque-Flite and a whole host of power features, the Royal series is further distinguished by the flashing performance of a new Red Ram V-8 engine.

Coronet

You'll find it hard to believe that the lowest-priced series in the Dodge line could offer so much beauty and luxury at such modest cost. And yet it's all yours with the Coronet.

The Coronet series brings you a full selection of body styles — including 2-door and 4-door Lancer hardtops and a dashing convertible—and push-button driving with Torque-Flite (Red Ram V-8) and Power-Flite (Red Ram V-8 or "Get-Away" SIX).

Station Wagons

Small wonder that station wagon sales are increasing by leaps and bounds! These Dodge station wagons are the most versatile performers on four wheels.

But don't think beauty has been sacrificed for utility. These wagons hold their own in the finest circles. (Wait'll you see the new Sierra with rear-facing "Spectator" seat!) But when there's work to be done, just flip a few seats and you're ready for action!

A wonderful world
of luxury and convenience
is at your command

You'll never know just how easy and convenient driving can be until you try these great Dodge power features.

Available at slight extra cost (and well worth it), they add a thrilling new dimension to driving. Ask your Dodge dealer for a demonstration and you'll wonder how you ever drove without them.



Dodge Full-Time Power Steering

Tight parking spot? Nothing to it with Dodge Full-Time Power Steering. Unlike other systems, Dodge Power Steering operates full time, does 80% of the work for you.



Dodge Power Brakes

Introducing the finest braking system in the industry — Total-Contact Center-Plane Power Brakes. They give more positive, predictable stops, offer greater resistance to fade and reduce braking effort by 35%.



Dodge Power Window Lifts

Now, just touch a button and swift, sure electric controls raise or lower windows to any level. All four windows can be master-controlled from the driver's seat, or operated individually beside each window.

Dodge Cortemp Air Conditioning—Here is the ultimate in all-weather comfort. Dehumidified air and a complete range of heating and cooling temperatures are features of the completely new, up-front Dodge air conditioning system. Any temperature, from extreme heat to extreme cold, can be produced with a single set of easy-to-use controls. A wonderful contribution to year-round driving comfort.

Dodge 6-Way Power Seat—Now "he" or "she," tall or short, can adjust the driver's seat to the most comfortable position in a moment. A single bar switch, located on the left front side of seat, controls all adjustments—forward or backward, up or down, upright or tilted to achieve the most relaxing support. This feature is especially welcome on long motor trips.



Coronet Club Sedan

Step into the wonderful world of Autodynamics at:

Specifications

CHASSIS. Double-channel, box-section side rail frame. 14" Safety Rim Wheels. Hydraulic Total-Contact 11" Center-Plane Brakes with Cylebond lining. Internal expanding drum. External contracting parking brake with standard transmission. Internal expanding parking brake with Power-Filter and Torque-Filter transmission.

TIRES. Tubeless tires, size 7.50 x 14 on all Coronets except Convertible. Tire size: 8.00 x 14 on Royal, Custom Royal, Station Wagons, Coronet Convertible—and optional on Coronet. Tire size 8.50 x 14 optional on Coronet Convertible, Royal, Custom Royal and Station Wagons.

TRANSMISSIONS AND DRIVE TRAIN. Torque-Filter: Fully-automatic, 3-speed transmission with torque converter, optional of extra cost on all V-8 models. Power-Filter: Fully-automatic, 3-speed transmission with torque converter, optional of extra cost on Coronet V-8 and Coronet 6. Standard: Easy-Shift, 3-speed manual transmission. Hotchkiss Drive. Semi-floating rear axle. **STANDARD REAR AXLE RATIOS: 3-Speed Manual—V-8, 3.73:1; 6-cylinder, 3.91:1; Station Wagons, 3.91:1. Torque-Filter—V-8, 3.26:1; Station Wagons, 3.54:1. Power-Filter—V-8, 3.54:1; 6-cylinder, 3.73:1; Station Wagons, 3.73:1.**

ELECTRICAL SYSTEM. 6-cell, 12-volt battery. High capacity 30-40 ampere generator. Follow-thru starter. Eight-cylinder cars have battery capacity of 53 ampere hours. Six-cylinder cars have 50 ampere hour capacity. Single-speed electric windshield wipers. Variable-speed windshield wipers optional of extra cost.

SUSPENSION. Dodge Torsion-Air Ride: Torsion springing in front suspension. Semi-elliptical rear springs, mounted outboard of frame. Rear axle clamped forward on rear springs to absorb torque. Symmetrical idler arm steering system. Directacting Oilflow shock absorbers. New ball joints. Anti-brake dip. Flexible-hanging front sway bar on Custom Royal, Sierra and Suburban Station Wagons. Full rubber insulation.

FUEL SYSTEM. Dry-type air cleaner and silencer. Automatic integral-type choke. Mechanical fuel pump. Plastic fuel filter in fuel tank. Eight-cylinder cars also equipped with ceramic fuel filter in carburetor. Tank capacity, 20 gallons. (22 gallons on Station Wagons.)

GENERAL DIMENSIONS. Wheelbase, 122 inches. Overall length, 212.2 inches. Overall width, 77.9 inches.

AIRCRAFT-TYPE RED RAM V-8 ENGINE. Standard equipment on Royal and Coronet V-8. Eight-cylinder, overhead valve, V-type. Compression ratio, 8.5 to 1. Bore, 3.69 in. Stroke, 3.80 in. Piston displacement, 325 cubic in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual downdraft carburetion. Taxable horsepower, 43.3.

AIRCRAFT-TYPE SUPER RED RAM V-8 ENGINE. Standard equipment on Custom Royal and available at extra cost on Royal and Coronet V-8. Eight-cylinder, overhead valve, V-type. Full hemispherical combustion chamber with double rocker arms. Compression ratio, 9.25 to 1. Bore, 3.69 in. Stroke, 3.80 in. Piston displacement, 325 cubic in. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual exhausts and extensions. Special heavy-duty double breaker distributor. Heavy-duty dry-type air cleaner. Four-barrel carburetor with matching intake manifold. Taxable horsepower, 43.3.

D-300 ENGINE. Available of extra cost on all Custom Royal, Royal, and Coronet V-8 Models. Eight-cylinder, overhead valve, V-type. Full hemispherical combustion chamber with double rocker arms. Compression ratio, 9.25 to 1. Bore, 3.69 in. Stroke, 3.80 in. Piston displacement, 325 cubic inches. Rotary oil pump. Shunt-type oil filter. Oil capacity, 5 quarts. Coolant capacity, 20 quarts (with heater or air conditioning, 21 quarts). Dual exhausts and extensions. Special heavy-duty double breaker distributor. Heavy-duty dry-type air cleaner. Four-barrel large Venturi carburetor with matching intake manifold. Taxable horsepower, 43.3. Special dual four-barrel carburetors with matching intake manifold also available.

"GET-AWAY" SIX ENGINE. Standard equipment on Coronet Six. Six-cylinder, L-head, in-line type. Compression ratio, 8.0 to 1. Bore, 3.25 in. Stroke, 4.63 in. Piston displacement, 231 cubic inches. Rotary oil pump. Bypass oil filter. Oil capacity, 5 quarts. Coolant capacity, 13 quarts (with heater or air conditioning, 14 quarts). Dual downdraft carburetion. Taxable horsepower, 25.4.

The policy of Dodge Division of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible to assure a still finer car. Hence, specifications, equipment and prices are subject to change without notice.

DODGE DIVISION • CHRYSLER CORPORATION



Swept-Wing '57 Dodge